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**This is your Golden
Opportunity . . . Win
this prize money**



Two hundred prizes

Win what you wish

**HERE THEY ARE—THE FIRST TEN
PRIZE WINNERS IN
GURNEY'S Jan. 15 to March 1, 1939
CONTEST**

1. Anthony Nalewaja—Browerville, Minn., a
1939 Master DeLuxe Tudor Chevrolet
 2. Harold Conner, Brunswick, Nebr.....\$300.00
 3. Mrs. Lee Lacey, St. Lawrence, S.D..... 100.00
 4. Mrs. Howard Everett, Cumberland, Wis..... 75.00
 5. Mrs. Tom McCurdy, Woodworth, N.D..... 50.00
 6. Mrs. Tom Kane, Corvallis, Mont..... 25.00
 7. A. G. Schraut, Spring Valley, Minn..... 10.00
 8. Mrs. Hall Sheppard, Comstock, Nebr..... 10.00
 9. Mrs. Jos. A. Kopecky, Marion, Iowa..... 10.00
 10. Gordon Y. Britton, Burke, S.D..... 10.00
- And 221 Others WON PRIZES.

They WON—SO CAN YOU—ENTER NOW
See Front Page—Read Rules on Page 2

Sec. 562, P. L. & R.
U. S. POSTAGE

Paid

Yankton, S. D.
Permit No. 1

Handwritten signature: Mrs. Lee Lacey

US Dept of Agric
Washington
D C.

259

You get what you wish for
If you win 1st Prize in
GURNEY'S NEW
"I Wish I Had"
CONTEST
200-BIG PRIZES-200

WHICH WOULD YOU RATHER HAVE—

***A Brand New Sedan? or
An All Purpose Tractor? or
\$650 To Modernize Your Home?***
YOU CHOOSE!

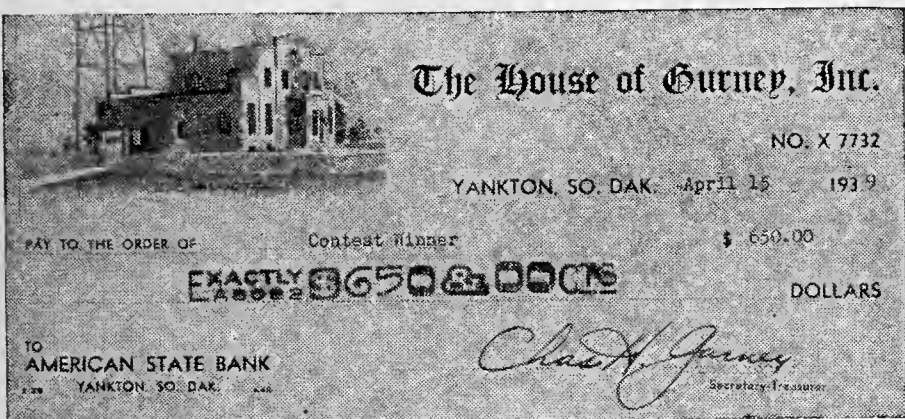
Any \$1.00 (or more) order from this circular or Gurney's 1939 Catalogue entitles you to compete for the BIG PRIZES — ENTER NOW!

DO YOU WANT THIS TO MODERNIZE YOUR HOME?

Would you like to have your home put right up to date? You would??? All right—Tell us WHY. Do you want it more than a brand new Automobile—or a good "All Purpose" Tractor?? Read the rules of Gurney's New Contest and find out HOW you can get the biggest wish you have ever made.

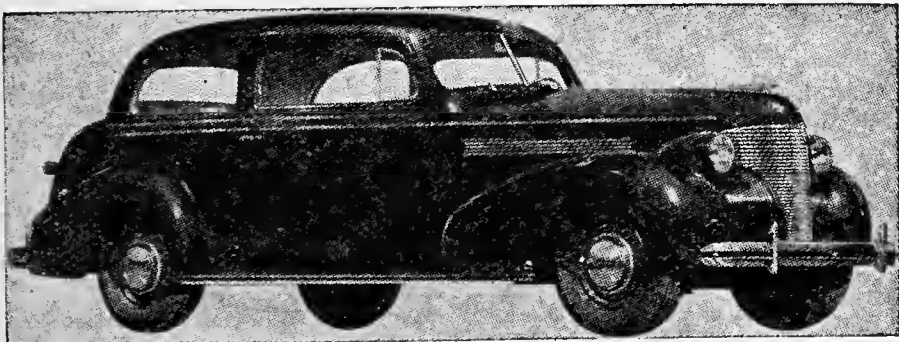
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HOW ABOUT THIS?



OR THIS?

HOW ABOUT A BRAND NEW 1939 Chevrolet Sedan? Do you need it? WHY? Would you rather have it than a fine "ALL PURPOSE" Tractor? Hold on, now!! Remember all the things a tractor will do for you!! Still want the car? O.K. Tell us WHY.



1939 Master Tudor Chevrolet Sedan



A 1939 John Deere Streamlined, All Rubber Model B Tractor

THIS TRACTOR does a lot of work—Besides pulling plows and cultivators, it saws woods, hauls water—Oh a lot of things to make life easier. Wouldn't it be great to own one? But what about the Car—or fixing up the Home? Well—just make up your mind and tell us WHY—It's a Contest and the best reasons WIN.

Tell us what you want—and why. The one sending in the best entry gets the prize he wants. Full details on next page.

THE HOUSE OF GURNEY—YANKTON, SOUTH DAKOTA

BIG VALUES—BIG PRIZES

GURNEY'S "I Wish I Had" CONTEST—200 Big Prizes

**YOU CAN WIN—INVEST \$1.00 OR MORE—IT'S A THRILL
ENTER FIVE TIMES IF YOU WISH**

READ THE RULES

1. Finish this wish using *forty* additional words or less, written in the English language.

"I wish I had— (choose one)

\$650.00 To Modernize My Home — or

A 1939 Model Deluxe Master Tudor Chevrolet Sedan—or

A John Deere Streamlined All Rubber Model B Tractor

BECAUSE

2. If your entry is accompanied by an order for one or more of the special collections of merchandise listed in this contest circular, *Or Anything from Gurney's 1939 Catalogue*, amounting to \$1.00 or more, you will be eligible to compete for the following prizes (Duplicate Prizes in Case of Ties): (Example—\$5.00 or more qualifies five entries)

First Prize—Your Choice of a 1939 Chevrolet, John Deere Tractor, or \$650.00 as described on the first page.

Second Prize.....\$200 in Cash

Third Prize.....\$100 in Cash

Fourth Prize.....\$50 in Cash

Fifth Prize.....\$20 in Cash

Sixth Prize.....\$15 in Cash

7th to 11th Prizes (inclusive) \$5.00 each
12th to 100th Prizes (inclusive) Dictionaries—\$4.00 value.

101st to 150th Prizes (inclusive) \$1.00 each.

151st to 175th Prizes (inclusive) Complete Garden (Seed) \$1.00 value.

176th to 200th Prizes (inclusive) 100 Chinese Elms, 18-24 in.

3. An entry with no order or purchase will be recognized and winners will receive in cash 1/20 (one-twentieth) of our valuation of the First Prize, if first, or 1/20 (one-twentieth) of the other cash awards if the entries are entitled to prizes.
4. No person has authority to alter, modify, or change these rules.
5. Your entry may be made with pencil, pen and ink, or a typewriter on any paper you have.
6. Judges shall be appointed by D. B. Gurney or an officer of The House of Gurney, Inc., and contestants agree with The House of Gurney, Inc., that the judges' decisions on all matters shall be final.
7. The judges will judge the entries submitted on your following the rules and quality of reasons given,—**not on how well you write.**
8. Employees of The House of Gurney, Inc., and their immediate relatives are automatically disqualified. All entries become the property of The House of Gurney, and no entries will be returned.
9. This contest begins at 8:00 o'clock A.M. Central Standard Time, April 1, 1939, and ends at 12:00 o'clock midnight Central Standard Time, May 1, 1939. Entries must be received by The House of Gurney, Inc., at Yankton, South Dakota, by 12:00 o'clock noon Central Standard Time, May 4, 1939.
10. The prize winners will be announced over Radio Station WNAX between 12:40 and 1:40 P.M. Central Standard Time on the 9th day of May, 1939.
11. This contest is limited to the United States only and is subject to federal, state, and local regulations.

Order as Many Dollars' Worth as You Wish — Five Entries Allowed Per Customer

BIG BARGAIN CONTEST OFFERS

ORDER ANY OF THESE TO QUALIFY

ONE HUNDRED "GLADS"
All Blooming Size
Assorted Varieties
Many Colors • Many of the Choicest

POSTPAID — POSTPAID
100 GLADIOLI BULBS
\$1.00 \$1.00 \$1.00

BUY THE LEADERS

ORDER

**N
O
W**

LIMITED OFFER

SIX FINE EVERBLOOMING ROSES
Assorted Colors • Hybrid Teas
Extra Hardiness

FREE \$1.00
25 Glorious "glads" with
FREE your order

ORDER A GURNEY GARDEN FOR A DOLLAR

and get \$1.52 worth of the finest garden seed selected especially for planting in the Northwest.

1/3 Pint Beans	Pencil Pod Black Wax.....\$.12	1/3 Pint Peas	Bliss Everbearing..... .12
1/3 Pint Beans	Stringless Green Pod..... .10	1 Pkt. Pepper	California Wonder..... .05
1 Oz. Beets	Gurney's Early Model Globe..... .12	1 Pkt. Radish	Scarlet Turnip White Tip..... .05
1 Oz. Carrot	Gurney's New Coreless..... .12	1 Pkt. Salsify	Oyster Plant..... .05
1 Pkt. Cucumber	Gurney's New Longfellow..... .06	1 Pkt. Spinach	King of Denmark..... .05
1 Pkt. Cucumber	Black Diamond..... .05	1 Pkt. Squash	Buttercup..... .07
1 Pkt. Cabbage	Gurney's Golden Acre..... .07	1/3 Pint Sweet Corn	Golden Bantam..... .10
1 Pkt. Kohl-Rabi	Early White Vienna..... .05	1 Pkt. Tomato	Gurney's New Earlibell..... .08
1 Pkt. Lettuce	Grand Rapids..... .05	1 Pkt. Tomato	Bison..... .05
1 Pkt. Onion	Riverside Sweet Spanish..... .06		
1/3 Pint Peas	Alaska Earliest of All..... .10		

VALUE.....\$1.52

Contest Price \$1.00, postpaid

CONTEST SPECIAL \$1.00 POSTPAID

MAKE YOUR DOLLAR DO BIG SERVICE

5 lbs. Peas

Any Variety
or
Varieties of your own selection

\$1.00 Postpaid

5 lbs. Beans

Any Variety
or
Varieties of your own selection

\$1.00 Postpaid

3 lbs. Hybrid Sweet Corn

1 lb. each of three different varieties

\$1.00 Postpaid

Flower Seed

Your Own Selection
\$1.50 Value from our big 1939 Catalog

\$1.00 Postpaid

100—GURNEY'S EXTRA HARDY STRAWBERRIES—100

A dollar buys them postpaid. Guaranteed live delivery. 25 Early Dorsell, 25 Late Fairfax, and 50 Old Reliable Senator Dunlap—All for ONE DOLLAR, postpaid.

GURNEY'S OFFER YOU ANOTHER OPPORTUNITY

ORDER ANY ONE OR MORE OF THESE \$1.00 COLLECTIONS

Read the rules of the new contest on page 2. Win what you want!

All nursery stock sold subject to guarantee on page 45 of 1939 Gurney Catalogue

More
Special
Contest
Offers

MAKE YOUR CHOICE
of any
Order of \$1.00 or More
ENTER THE CONTEST
Make Your Wish
Come True

10 Siberian Elm \$1.00

4-5 feet high

They are the fastest growing trees

5 Bush Cherries FREE

* * * *

2 Gurney's New Hybrid Elms

Transplants 4-5

\$1.00 Postpaid

* * * *

100 Chinese Elms 18/24

\$1.00 Postpaid

* * * *

75 Hedging-type Siberian Elm 18/24

(Enough for 75 ft. of hedge)

\$1.00 Postpaid

SMALL FRUITS

You Do Need These
What a Bargain
Grow Your Own

12 Latham Red Raspberry	} 20 Plants A BARGAIN at \$1.00 Postpaid
6 Cumberland Black Raspberry	
2 Concord Grapes	
3 Hansen's Bush Cherry FREE	

* * * *

Perennial Vegetable Garden—\$1.00
Postpaid

Every Home Needs These

50 Mary Washington Asparagus
4 Rhubarb FREE

* * * *

Transplants

Your Home Needs Shade
—Here are your shade trees—
—Plant Now—

1 American Elm 3-4	} \$1.00
1 Hackberry 3-4	
1 Green Ash 3-4	
1 Siberian Elm 3-4	
1 Bridal Wreath FREE	

* * * *

6 Hardy Korean Chrysanthemums
Named Varieties
\$1.00 Postpaid

Do You Like Walnuts?

Grow Your Own.

20 Black Walnut Sdlg. 2-4
\$1.00 Postpaid

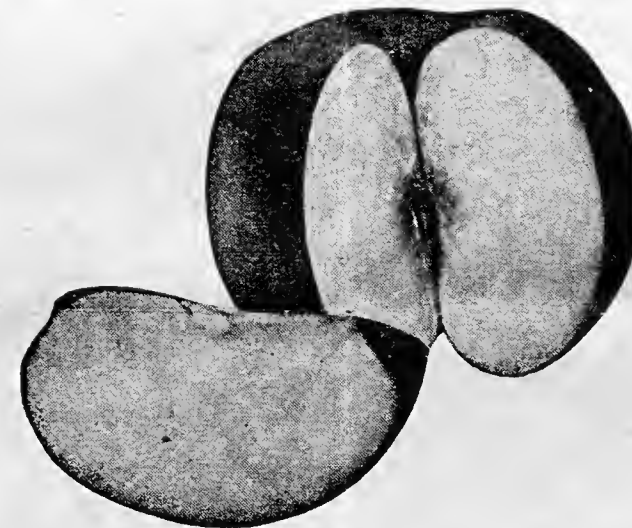
THE BIGGEST SPECIAL EVER OFFERED

For a quick home fruit garden—Much
fruit the year after planting—Here's yours

1 Grafted Hansen's Bush Cherry
2 Plum trees—(Waneta, Opata) 4/5
2 Apple Trees—4/5
Best for Your Locality

ONLY \$1.00

(limited number available)



All Season Apple Offer
\$1.00 Postpaid

From Late Summer to Spring —
Apples from your Own Trees

1 Anoka 2-3
1 Haralson 2-3
1 Yellow Transparent 2-3
1 Dolgo Crab 2-3
1 Hybrid Everblooming Tea Rose FREE

HARDY CHERRY

Fruit one year after planting
—Beautiful Trees—

Grow them in bush form—Heavy Pro-
ducers—High in Quality

1 Oka	} 5 Cherry Trees 3-4 ft. ONLY \$1.00
2 Tom Thumb	
1 Mordena	
1 Compass	

* * * *

PEAR-PLUM-APPLE OFFER

The hardest tree fruit ever grown—
Heavy, unusual early producer—Drought
resistant

1 Patten Pear	} 5 Fine Hardy 3-4 ft. TREES ONLY \$1.00
1 Mendel Pear	
1 Charlamoff Apple	
1 Dolgo Crab	
1 Opata Plum	

* * * *

Plant Pie Plant Pies?

No—

Plant Gurney's Rhubarb and Make 'em

6 Flare Rhubarb	} \$1.00 Postpaid
6 Queen Victorian Rhubarb Regular Size	
1 Doz. Asparagus FREE	

5 Siberian Elm 6-8 ft. Trees—
\$1.50

For Shade Right Soon
Nothing Better—Beautiful

Make
Your Choice
SEND \$ BILLS
Enter the
Contest

SPECIAL—SAVE \$\$\$
5 PLUM TREES
3-4 foot branched
\$1.00 postpaid

A wind break for \$1.00

Send a Dollar Bill—They come POSTPAID
The most drought-resistant trees that
grow.

25 Hackberry 12-18	} 100 Forest Trees \$1.00
25 Chinese Elm 12-18	
25 Green Ash 12-18	
25 American Elm 12-18	

* * * *

Three Pears for \$1.00

Pears that grow anywhere that the hardi-
est apple thrives—Blight Resistant—
Delicious

1 Mendel Pear 4/5
1 Patten Pear 4/5
1 Sunshine Pear 4/5
5 BUSH CHERRY FREE

Look 'Em
Over, Folks!

They're All BIG
BARGAINS

You May Order
Five
for Five Entries

Lawn Grass

5 lbs. Capitol Lawn Grass
\$1.00 Postpaid

* * * *

5 lbs. Kentucky Blue Grass
\$1.00 Postpaid

* * * *

3 lbs. Mangels
Any Variety
\$1.00 Postpaid

* * * *

1000 Bermuda Onion Plants
\$1.00 Postpaid



Gorgeous Oriental Poppies

A Blaze of Glory for your garden
—Out of 2 1/2" pots—

Growing—Ready to go in YOUR Garden

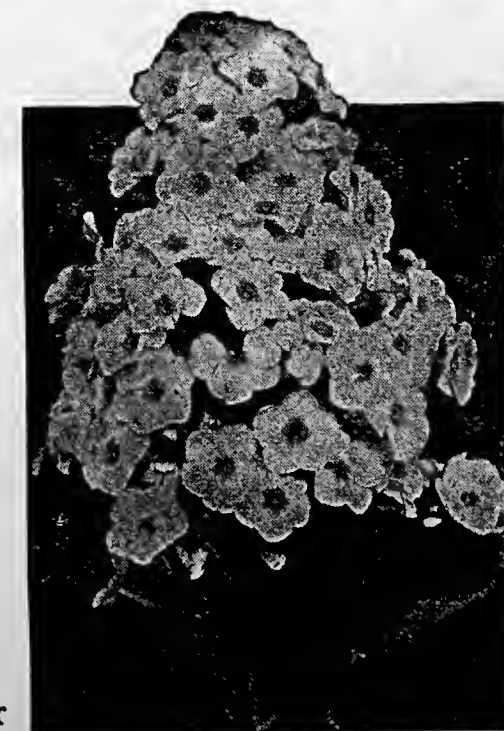
5 for \$1.00 Postpaid

Scarlet—Apricot—Salmon—Orange

* * * *

7 Gorgeous Phlox
Named Varieties } \$1.00 Postpaid

2 Independence	2 La Vague
2 Eclairer	1 Mrs. Charles Dorr



A Silvery Hedge

Sturdy—Hardy—A Beauty

50 Russian Olive 12/18

\$1.00 Postpaid

* * * *

6 Beautiful flowering shrubs

1 Philadelphia Coronarius	} \$1.00
1 Spirea Billardi	
1 Spirea Froebeli	
1 Spirea Thunbergia	
1 Spirea Collosa Alba	
1 Spirea Van Houttei	
1 Bush Cherry FREE	

Any one of
these makes
Your entry eligible
to competition
for the
BIG PRIZES

GUARANTEE

We guarantee all our farm seed to arrive in good condition and to be satisfactory in every way. Upon arrival if you wish you may send a sample for a state test and if it is not satisfactory the seed can be returned at our expense any time within 30 days. We will then refund your money or send other seed that will be satisfactory.
We do not and can not guarantee a crop as that depends upon conditions beyond our control, such as weather, insect damage, etc.

FREE SAMPLES

IF YOU WISH TO SEE THE QUALITY OF OUR SEED BEFORE PURCHASING—I WILL GLADLY SEND YOU SAMPLES OF ANY SEED IN WHICH YOU ARE INTERESTED.

ALFALFA

	1 Bu. (60 lbs.)	100 lbs.
Northern Grown, Lot Rock Bottom.....	\$15.50	\$25.80
Cossack and Grimm's Mixed, Lot Save..	15.95	26.60
Cossack, The best quality.....	17.70	29.50
Grimm's, The best quality.....	17.25	28.75
Dakota No. 12, The best quality.....	16.55	27.60

SWEET CLOVER

Our low sweet clover prices can not last. Order today.

	1 Bu. (60 lbs.)	100 lbs.
White Blossom, Lot Excellent.....	\$3.90	\$6.45
White Blossom, The Best.....	4.40	7.35
Yellow Blossom, Lot Plenty Good.....	4.10	6.80
Yellow Blossom, The Best.....	4.80	7.95
Grundty County, The Best.....	4.80	7.95

RED and ALSIKE CLOVER

Red Clover and Alsike Clover are priced very low. This is the year to increase your clover acreage.

	1 Bu. (60 lbs.)	100 lbs.
Red Clover, Lot Economy.....	\$12.75	\$21.25
Red Clover, Lot Top.....	13.70	22.80
Alsike Clover, The Best.....	11.25	18.75

50c per bushel discount for cash with orders of 2 bushel or more of Red Clover.

BROME GRASS

The best perennial pasture grass for Iowa, Minnesota, Nebraska and the Dakotas.

	50 Lbs.	100 Lbs.
Brome Grass, Lot A-1.....	\$9.15	\$17.75
Brome Grass, Lot Western.....	8.20	15.75

CRESTED WHEAT GRASS

Less than one-half last year's price. This is the year to plant this hardy drought resistant perennial grass.

25 lbs. \$5.90	50 lbs. \$11.45	100 lbs. \$22.40
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WESTERN WHEAT GRASS

For hay, for pasture, for drought resistance plant Western Wheat Grass.

25 lbs. \$3.50	50 lbs. \$6.65	100 lbs. \$12.75
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PASTURE MIXTURE

Our Upland and Lowland pasture mixtures are perfect blends of hardy perennial grasses with not over 10% Clovers added. You can not farm successfully without good pasture.

	50 Lbs.	100 Lbs.
Upland Pasture Mixture.....	\$7.75	\$14.95
Lowland Pasture Mixture.....	7.75	14.95

GRAIN

	Bu.
Barley, Wisconsin No. 38.....	\$.75
Oats, Iogold.....	.48
Oats, Gopher.....	.48
Speltz or Emmer.....	.75
Wheat, Thatcher.....	1.10

SUDAN GRASS

I believe Sudan Grass will cost \$5.00 per 100 by planting time. Order now.

100 lbs. \$3.75

LAWN GRASS—Plant Early

Plant a new lawn or fill in the old one, while lawn grass seed is cheap.

	1 lb.	5 lbs Postpaid
Capital Lawn Grass.....	\$.22	\$1.00
Kentucky Blue Grass.....	.22	1.00
City Lawn Grass.....	.30	1.40
Astoria Bent Grass.....	.75	3.65

MISCELLANEOUS GRASS SEED

	100 Lbs.
Alsike and Timothy (20% Alsike).....	\$ 7.70
Timothy.....	4.90
Reed Canary Grass.....	33.25
Rye Grass.....	7.90
Orchard Grass.....	20.75
Meadow Fescue.....	10.50
Red Top.....	13.90

SOY BEANS

If you need Soy Beans—Order now. They will cost more in the spring.

	1 Bu. (60 lbs.)	100 lbs.
Manchu.....	\$1.45	\$2.40
Illini.....	1.45	2.40
Mukden.....	1.45	2.40

SORGHUMS—For Grain and Fodder

It only costs 15 or 20c to plant an acre of Sorghums for grain. They are drought and grasshopper resistant. Our prices are low. Order early.

	50 Lbs.	100 Lbs.
Early Kalo.....	\$1.75	\$2.95
Sooner Milo.....	1.50	2.55
Wheatland Milo.....	1.65	2.75
Grohoma.....	1.70	2.85
Feterita.....	1.65	2.75
Atlas Sargo—State Certified.....	2.15	3.80
Early Black Amber Cane.....	1.40	2.25
Early Orange Cane.....	1.50	2.45
Hegari.....	1.50	2.45
Kaffir.....	1.50	2.45

One central South Dakota farmer planted 100 acres of Sooner Milo and 100 acres of Corn.

Results—3200 Bu. Milo 350 Bu. Corn

RAPE

Dwarf Essex.....25 lbs. \$2.40; 50 lbs. \$4.40; 100 lbs. \$8.25

MILLET

	100 Lbs.
German For Hay.....	\$2.75
Siberian For Hay.....	2.75
Japanese For Hay.....	3.45
Early Fortune.....	2.50
White Siberian Proso.....	2.60

SEED CORN

	Bu.
Gurney's Genuine Rainbow Flint.....	\$1.95
Silver King White.....	1.75
DeWolf's Extra Prolific.....	1.75
Wimple's Yellow Dent.....	1.75
Gurney's August 15th.....	2.25
Minnesota No. 13.....	1.95

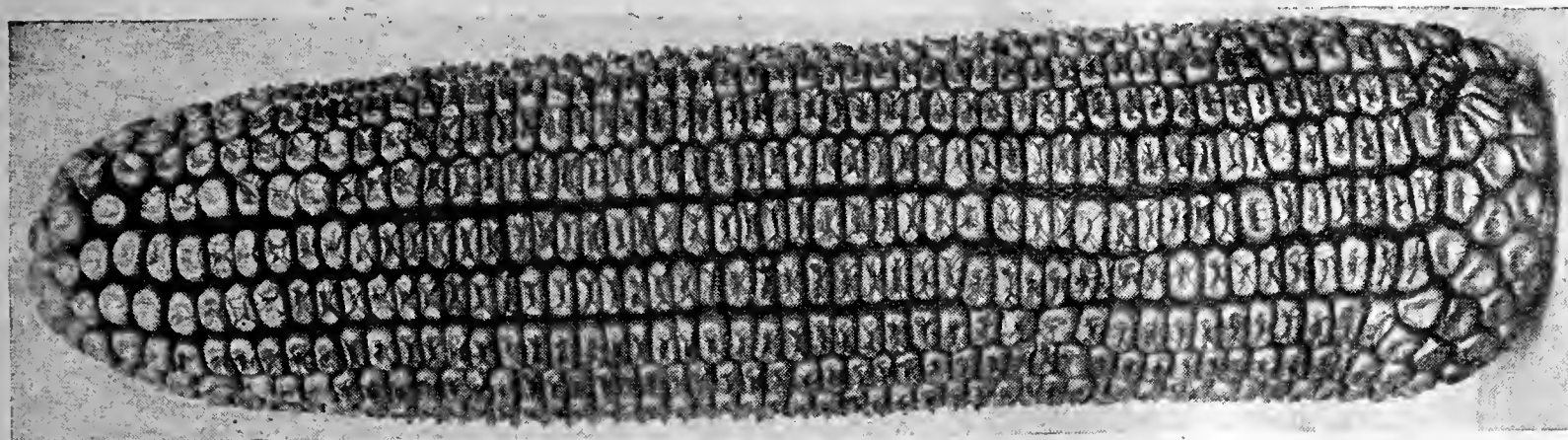
POTATOES

	Bu.	100 Lbs.
Early Ohio.....	\$1.30	\$2.15
Warba.....	1.30	2.15
Gurney's Bugless.....	1.30	2.15
Early Six Weeks.....	1.30	2.15
Chippewa.....	1.80	2.90

ORDER \$1.00 OR MORE FROM THIS PAGE AND ENTER OUR BIG PRIZE CONTEST

HYBRID SEED CORN

DON'T TAKE CHANCES—PLANT ONLY STATE CERTIFIED STATE ORIGINATED BLUE TAG HYBRID SEED CORN—GERMINATION 96% OR MORE



IOWA 931

115 TO 120 DAYS

This large, medium early yellow corn is a winner for northern Iowa, southeastern South Dakota, and northeastern Nebraska.

We know that Iowa 931 is a good Hybrid—a corn that is almost certain to outyield your best open pollinated corn from 10 to 20 bushels per acre.

FOR BIG YIELDS OF HIGH QUALITY FEEDING CORN, PLANT IOWA 931.

\$4.50 PER BU.

WHY PAY MORE?

	1/4 Bu.	1/2 Bu.	1 Bu.
Flat Edge Drop.....	\$1.50	\$2.50	\$4.50
Round Hill Drop.....	1.15	1.95	3.50

IOWA 939

120 TO 130 DAYS

An immense yielder of beautiful golden yellow corn. It is about a week later than Iowa 931, and is suitable for planting anywhere in eastern Nebraska and south of the two north tiers of counties in Iowa. Iowa 939 has outyielded open pollinated corn from 10 to 20 bushels per acre, often yielding over 100 bushels per acre. Make 1939 a profitable year with Iowa 939.

\$4.50 PER BU.

WHY PAY MORE?

	1/4 Bu.	1/2 Bu.	1 Bu.
Flat Edge Drop.....	\$1.50	\$2.50	\$4.50
Round Hill Drop.....	1.15	1.95	3.50



MINHYBRID 301

110 DAYS

A heavy yielding, early, yellow hybrid, suitable for planting in the south one-fourth of Minnesota, southeastern South Dakota, and the west half of Nebraska.

MINHYBRID 401

105 DAYS

This heavy yielding Minnesota Hybrid should mature in south central Minnesota, central and northern South Dakota, and western Nebraska. Your corn will be white and yellow mixed, but after all, color is not important; it is bushels and dollars per acre you are after.

MINHYBRID 402

95 to 100 DAYS

The Hybrid corn for the North. It will mature in a normal season in central Minnesota, southern North Dakota, and northern South Dakota.

Your corn will be a mixture of white and yellow, but the bushels per acre and the feeding value are there.

PRICE MINHYBRID
301—401—402

	1/4 Bu.	1/2 Bu.	1 Bu.
Flat Edge Drop.....	\$1.75	\$3.25	\$6.00
Round Hill Drop.....	1.50	2.60	4.75

USE THIS ORDER BLANK FOR YOUR CONVENIENCE

CUT HERE

THE HOUSE OF GURNEY, Inc., Yankton, South Dakota.

Gentlemen: Enclosed find \$..... for which send me the following taken from your "I Wish I Had" Contest Circular and Gurney's 1939 Catalogue. My entry (entries) are enclosed (will follow later).

Item	Amount

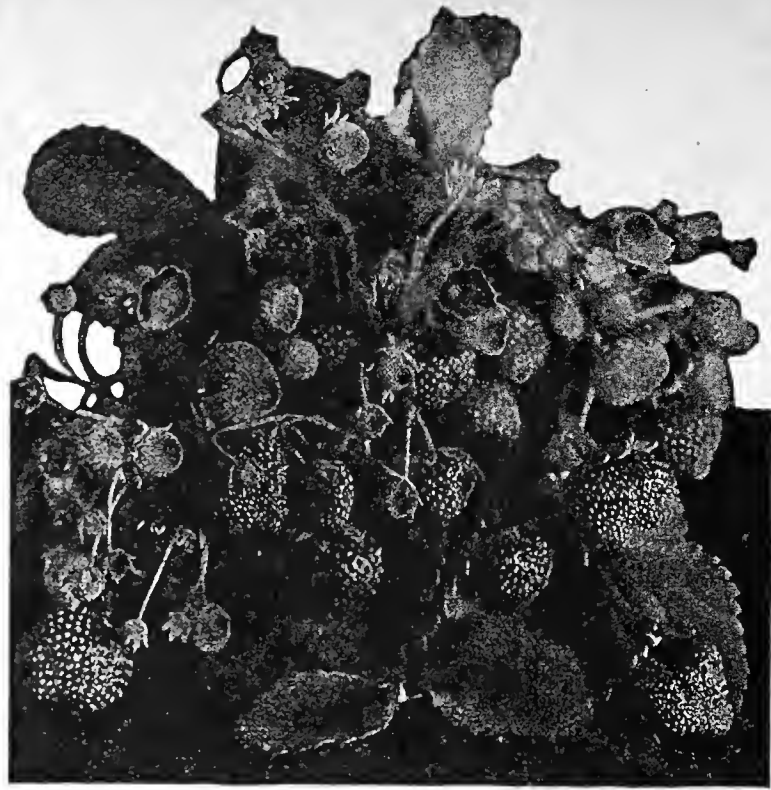
Item	Amount

Total enclosed \$

Name

Post Office State.....

Shipping Point



GURNEY'S BIG SCARLET GEM EVERBEARING STRAWBERRY

Hardy, Heavy Bearing, Bear Fruit the First Year—Order Early—Plant Early

Per 50	Per 100	Per 200	Per 500	Per 1000
\$1.00	\$1.60	\$3.00	\$6.50	\$11.75
POSTPAID—POSTPAID				

Gurney's Strawberry Plants are YOUNG, BRIGHT ROOT-ED, and Vigorous. They have that EXTRA Vigor that insures success. Don't be fooled by "cheap" plants. Order GURNEY QUALITY. They are Guaranteed to arrive in first-class condition with full instructions for Planting and Care.

**One Hundred Gurney Strawberry Plants—
\$1.00 Postpaid**

- 25 Big Scarlet Gem Everbearing—BIG—RED—JUICY—HARDY—PROLIFIC—What more can you ask of a Strawberry Plant?
- 50 Old Reliable Dunlap. For 50 years a LEADER in the North. Dunlap Plants from Gurney's GROW and BEAR.
- 25 Early Dorset—That STRAWBERRY FLAVOR is highest in Dorset.

A Hundred of the Finest—Only \$1.00 postpaid
ENTER THE CONTEST TO WIN THE BIG PRIZE

200 PRIZES

Every purchase of \$1.00 or more entitles you to enter our prize contest. Read the details on pages 1 and 2. Win what you want!